## ORDER

Order / Rev: 105171 Orders Alt Order #: 06839014 Product Desc: Issue Estimate: 1565 08/07/12 - 08/14/12 Flight Dates: Primary AE: **Amy McCreary** Original Date / Rev: 08/06/12 / 08/06/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National **Waterfront Strategies** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsln Ave. Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Patriot Majority - Pevised Advertiser Name: A35+ Demographic: New Business Thru: PLI1 Product Codes: Order Separation: 00:88:00

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Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	55	\$63,700.00	\$54,145.00

## Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	55	\$63,700.00	\$54,145.00	0.00
Totals	55	\$63,700.00	\$54.145.00	0.00

## **Account Executives**

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	32%	\$63,700.00
Market	100%	\$199,062.50

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$59,718.75
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$35,831.25
KTUD	1%	\$1,990.62
KVVU	15%	\$29,859.38
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$7,962.50

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
	E 1	KSNV	08/07/12	08/13/12	Wake Up Early w	/ Wagn@M	430a-5a	MTWTS	:30	3	\$150.001	0.00 NM	3	\$450.00
					Wake Up Early W	/agners								
		WAKE L	IP EARLY	WITHE W	/AGNERS									
		<u>Star</u>	t Date J	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
٠.	W	eek: 08/0	7/12 (	08/13/12	M-WTS	3	\$150.00	0.00						

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Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	08/07/1	2 08/13/12	Wake Up Early w Wake Up Early V	_	430a-5a	MTWTS	:30	3	\$150.001	0.00 <b>NM</b>	3	\$450.00
		Y WITHE W		_								
<u>Sta</u> Week: 08	art Date	End Date 08/13/12	<u>Weekdays</u> M-WTS	Spots/Week 3	<u>Rate</u> \$150.00	Rating						
			Wake Up Early w		430a-5a	0.00 MTWT~~S	:30	1	\$200,001	0.00 NM	1	\$200.00
			Wake Up Early V		1000 00	11(4)	.00	1	φ200.001	0.00 (4)	'	Φ200.00
		Y W/THE W		0 1 111 1	<b>5</b> .	<b>5</b>						
<u>518</u> Week: 08	<u>art Date</u> /07/12	<u>End Date</u> 08/13/12	<u>Weekdays</u> M∽WT∽∽S	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
			M-F 5-6a WakeU		5-6a	MTWTF	:30	1	\$400.001	0.00 NM	1	\$400.00
141414	LID MATE	1 THE 1446 OF	M-F 5-6a WakeU	p w/Wagners								7 .55.55
	OP WITE	∃THE WAGI <u>End Date</u>	N⊨RS Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 08		08/13/12	M-WTF	1	\$400.00	0.00						
E 4 KSNV	08/14/1	2 08/14/12	M-F 5-6a WakeU	_	5-6a	T	:30	1	\$400.001	0.00 <b>N</b> M	1	\$400.00
MAKE	LID WITE	THE WAG	M-F 5-6a WakeU	p w/Wagners								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08		08/19/12	-T	1	\$400.00	0.00						
E 5 KSNV	08/07/1	2 08/13/12	M-F 5-6a WakeU		5-6a	MTWTF	:30	4	\$400.001	0.00 <b>NM</b>	4	\$1,600.00
WAKE	UP WITH	THE WAGI	M-F 5-6a WakeU NERS	p w/Wagners								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08		08/13/12	M-WTF	4	\$400.00	0.00						
E 6 KSNV	08/11/1	2 08/11/12	News 3 Sunrise -		6a-7a	S-	:30	1	\$350.001	0.00 NM	1	\$350.00
NEWS	3 AT SU	NRISE 8/4,8	News 3 Sunrise 5 /11 only	SATURDAY								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 08		08/12/12	нннн-5н	1	\$350.00	0.00						
E 7 KSNV	08/07/1	2 08/13/12	Olympics Late Ne Late News during		11pm-12:35a	ım M-WTFSS	:30	4	\$1,000.001	0.00 NM	4	\$4,000.00
2012 S	UMMER	OLYMPICS:	LATE NEWS 7/	Olympics								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08		08/13/12	M-WTFSS		\$1,000.00	0.00						
E 8 KSNV	08/11/1	2 08/11/12	Sa-Su Early News		5pm-630pm	S-	:30	1	\$650.001	0.00 NM	1	\$650.00
KSNV	EARLY N	EWS									1	
		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					I	
Week: 08		08/12/12	S- M-F Today Show	II 3rd IANM	\$650.00 9-10a	0.00 -T	:30	- 1	PEOO 00.1	0.00 NM	ا ا	<b>0500.00</b>
L 3 (1014V	00/1-4/1	2 00/14/12	M-F Today Show		5-10a	-	.30	ı	\$500.001	U.UU MIVI	1	\$500.00
	YSHOW		-								I	
<u>Sta</u> Week: 08	art Date	End Date 08/19/12	<u>Weekdays</u> ⊶T⊶	Spots/Week	Rate	Rating					I	
THE RESERVE OF THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS NAMED IN COLUMN TW			M-F Wheel	CM	\$500.00 7-730pm	0.00 MTWTF	:30	1	\$1,000.001	0.00 NM	1 1	\$1,000.00
			M-F Wheel of Fo				.00		Ψ1,000.001	0.00 1410	' !	ψ1,000.00
	L OF FOR		3841-4	O4-8N1	Б.	<b></b>					I	
<u>Տն</u> Week: 08	<u>art Date</u> 3/07/12	End Date 08/13/12	<u>Weekdays</u> M-WTF	Spots/Week 1	<u>Rate</u> \$1,000.00	<u>Rating</u> 0.00					I	
			M-F Wheel	СМ	7-730pm	~T	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
1 A E IP-P-	1 AF FA	771 IND-	M-F Wheel of Fo	rtune	·							, , <del>-</del>
	L OF FOI <u>art Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08		08/19/12	-T		\$1,000.00	0.00						
E 12 KSNV	08/14/1	2 08/14/12	Rachael Ray	CM	11am-12pm	-T	:30	1	\$325.001	0.00 NM	1	\$325.00
	FI PAV		Rachael Ray								l	
Васн												
RACHI <u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					l	
	art Date	End Date 08/19/12	Weekdays T	Spots/Week 1	<u>Rate</u> \$325.00	<u>Rating</u> 0.00						

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Days Ln Ch Start End Inventory Code Break Start/End Time Len Spots Rate Pri Rtg Type Spots Amount Noon News Noon News **NEWS 3 AT NOON** End Date Start Date Weekdays Spots/Week Rate Rating 08/19/12 Week: 08/13/12 \$425.00 0.00 E 14 KSNV 08/14/12 08/14/12 The Tonight Show CM 1135p-1237a :30 \$425.001 0.00 NM 1 \$425.00 **Tonight Show** TONIGHT SHOW W/ JAY LENO Start Date End Date Weekdavs Spots/Week Rate Rating -T----08/19/12 Week: 08/13/12 \$425.00 0.00 E 15 KSNV 08/14/12 08/14/12 M-F Today Show III 4th 6M 10am-11am -T----:30 1 \$325.001 0.00 NM \$325.00 Today 4th Hour TODAY SHOW III Start Date End Date Weekdays Spots/Week Rate Rating -T----Week: 08/13/12 08/19/12 \$325.00 0.00 E 16 KSNV 08/07/12 08/13/12 M-F 6-7a WakeUp w/WaQM 6-7a MTWTF--:30 \$700.001 0.00 NM \$2,800.00 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS End Date Spots/Week Start Date Weekdays Rate Rating 08/13/12 M-WTF--Week: 08/07/12 \$700.00 0.00 E 17 KSNV 08/07/12 08/13/12 M-F 6-7a WakeUp w/WaQM :30 \$700.001 0.00 NM 6-7a MTWTF--\$700.00 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/07/12 08/13/12 M-WTF--\$700.00 0.00 E 18 KSNV 08/07/12 08/13/12 M-F Jeopardy CM 630-7pm MTWTF--:30 1 \$1,000.001 0.00 NM \$1,000.00 M-F Jeopardy **JEOPARDY** Spots/Week Start Date **End Date** Weekdays Rate Rating M-WTF--Week: 08/07/12 08/13/12 \$1,000.00 0.00 E 19 KSNV 08/14/12 08/14/12 M-F Jeopardy CM 630-7pm -T----:30 \$1,000.001 0.00 NM \$1,000.00 M-F Jeopardy **JEOPARDY** Start Date End Date Weekdays Spots/Week Rate Rating 08/19/12 0.00 Week: 08/13/12 1 \$1,000.00 E20 KSNV 08/07/12 08/13/12 M-F Early News 5-630p MTWTF--:30 2 \$1,000.001 0,00 NM CM \$2,000.00 M-F Early News **EARLY NEWS End Date** Spots/Week Start Date Weekdays Rate Rating 08/13/12 M-WTF--2 \$1,000.00 Week: 08/07/12 0.00 E 21 KSNV 08/14/12 08/14/12 M-F Early News CM 5-630p -T----:30 1 \$1,000.001 0.00 NM \$1,000.00 M-F Early News **EARLY NEWS** Spots/Week Start Date **End Date Weekdays** Rate Rating -T----Week: 08/13/12 08/19/12 \$1,000.00 0.00 E 22 KSNV 08/07/12 08/13/12 M-F Early News CM 5-630p MTWTF--:30 6 \$1,000.001 0.00 NM 6 \$6,000.00 M-F Early News **EARLY NEWS** Start Date Spots/Week End Date **Weekdays** Rate Rating M-WTF--Week: 08/07/12 08/13/12 6 \$1,000.00 0.00 Chris Matthews 9:30AM SM :30 \$500.001 E23 KSNV 08/12/12 08/12/12 9:30a-10a ----S MM 00.0 1 \$500.00 Chris Matthews SUN 9:30am CHRIS MATTHEWS SHOW Start Date End Date Weekdays Spots/Week Rating Rate Week: 08/06/12 08/12/12 \$500.00 0.00 E 24 KSNV 08/14/12 08/14/12 Dr. Phil CM 3-4p -T----:30 \$450.001 0.00 NM 1 \$450.00 Dr Phil DR. PHIL Spots/Week **End Date** Weekdays Rating Start Date <u>Rate</u> Week: 08/13/12 08/19/12 \$450.00 0.00 E 25 KSNV 08/07/12 08/13/12 CM 4-5pm MTWTF--:30 \$600.001 0.00 NM \$600.00

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Ln Ch Sta	rt End	Inventory Code		Start/End 1	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
		NEWS 3 at 4 (1 4PM NEWS (1 h		(4:00 PM-4:3	RO DMA						
FIRST NEWS	3 AT FOUR	41 101 14E 04O (1 11	lour)	(4.00 F W4.0	O FIVI)						
Start Date		<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 08/07/12	08/13/12	M~WTF~~	1	\$600.00	0.00						
E 26 KSNV 08/1	4/12 08/14/12	NEWS 3 at 4 (1 4PM NEWS (1 h		4-5pm (4:00 PM-4:3	-T	:30	1	\$600.001	0.00 NM	1	\$600.00
FIRST NEWS	3 AT FOUR	41 101142405 (111	ioui,	(4.001 101-4.0	)O 1 WI)						
Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 08/13/12	08/19/12	-T	1	\$600.00	0.00						
E 27 KSNV 08/0	7/12 08/13/12	NEWS 3 at 4 (1 4PM NEWS (1 h		4-5pm (4:00 PM-4:3	MTWTF	:30	1	\$700.001	0.00 NM	1	\$700.00
FIRST NEWS	3 AT FOUR	4FW NEWS (11	ioury	(4.00 FIVI-4.0	oo FWI)						
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 08/07/12	08/13/12	M-WTF	1	\$700.00	0.00						•
E 28 KSNV 08/0	7/12 08/13/12	NEWS 3 at 4 (1 4PM NEWS (1 h	,	4-5pm (4:30 PM-5:0	MTWTF∺-	:30	1	\$700.001	0.00 NM	1	\$700.00
NEWS 4 AT 4	30P	4FIMINEWS (II	ioui)	(4.30 FW-3.0	oo Fivi)						
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 08/07/12	08/13/12	M-WTF	1	\$700.00	0.00						
E 29 KSNV 08/1	4/12 08/14/12	NEWS 3 at 4 (1 4PM NEWS (1 h	,	4-5pm (4:30 PM-5:0	-T	:30	1	\$700.001	0.00 NM	1	\$700.00
NEWS 4 AT 4	130P	4FIVI 11EVV3 (11	ioui)	(4.50 FW-5.0	DO FIMI)						
Start Dat	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/13/12	08/19/12	**T******	1	\$700.00	0.00	<del></del>					
E30 KSNV 08/0	7/12 08/13/12	,	•	4-5pm	MTWTF	:30	1	\$700.001	0.00 NM	1	<b>\$700</b> .00
NEWS 4 AT	130P	4PM NEWS (1 h	iour)	(4:30 PM-5:0	JO PIVI)						
Start Dat		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/07/12	08/13/12	M-WTF	1	\$700.00	0.00						
E31 KSNV 08/0	7/12 08/13/12	, ·		7pm-12am	MTWTFSS	:30	4	\$6,000.003	0.00 NM	4	\$24,000.00
2012 SUMME	R OLYMPICS	Olympics Prime: PRIME COVERA:									
Start Dat	e <u>End Date</u>	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 08/07/12		M-WTFSS		\$6,000.00	0.00						
E 32 KSNV 08/0	7/12 08/13/12	,	СМ	658a-9am	MTWTF	:30	2	\$1,400.001	0.00 NM	2	\$2,800.00
TODAY SHO	W	Today Show									
Start Dat		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/07/12		M-WTF		\$1,400.00	0.00						
E33 KSNV 08/0	7/12 08/13/12	•	CM	658a-9am	MTWTF	:30	1	\$1,40 <b>0</b> .00 <b>1</b>	0.00 NM	1	\$1,400.00
TODAY SHO	W	Today Show									
Start Dat		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/07/12		M-WTF	1	\$1,400.00	0.00						
E 34 KSNV 08/1	4/12 08/14/12	*	CM	8-10pm	-T	:30	1	\$4,000.001	0.00 NM	1	\$4,000.00
AMERICA'S	GOT TALENT	Tuesday Prime (O) 8/14-9/4	o-Tupm						3		
Start Dat		Weekdays	Spots/Week	Rate	Rating						
Week: 08/13/12		-Т	1	\$4,000.00	0.00						
									Totals	55	\$63,700. <b>0</b> 0